

	Grand Auditorium	Producers' Hub	MIP Innovation Lab	Other Venues	Screenings & Showcases
14:00					
15:00					
16:00					
17:00				<b>17:00 - 19:00</b> <b>International Format Awards</b>  With C21, MIPCOM Cannes, FRAPA & Entertainment Master Class	
18:00	18:00-19:15 <b>MIPCOM CANNES</b> <b>World Premiere TV Screening</b>  Followed by a Q&A with the talent				
19:00					
20:00					

40<sup>th</sup>

The Mother of all  
Entertainment  
Content markets

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	Grand Auditorium	Producers' Hub	MIP Innovation Lab	Other Venues	Screenings & Showcases
8:30					
9:00	9:00 - 9:45 <b>Unlocking Audience &amp; Content Dynamics</b> Presented by Glance		9:00 - 9:45 <b>Welcome Networking Coffee</b>		
10:00		9:45 - 10:15 <b>Why All the Drama? Here Is the Content that Travels</b>	9:45 - 10:10 <b>How to Thrive in The Media's User-Centric Era?</b> Presented by Evan Shapiro, ESHAP		
11:00	10:30 - 11:00 <b>KEYNOTE</b> <b>Media Mastermind Keynote</b>		10:15 - 11:40 <b>Applied AI Summit: Talks Series</b>  Presented by Jonathan Verk, Social Department		10:00 - 11:00 Auditorium K <b>Survivor: The true story of one boy's journey through the Holocaust</b> A film by Zoom Rockman
12:00	11:15 - 12:15 <b>KEYNOTE</b> <b>Media Mastermind Keynote series</b>	11:00-13:00 <b>Frapa Formats Summit</b>			11:00 - 12:00 Auditorium A <b>The Beach</b> Presented by Beta Film
13:00	13:00-14:00 <b>Fresh TV Formats</b> Presented by The WIT			12:00 - 14:00 Hotel Majestic Welcome Drinks: 12:00 Lunch 12:30-14:00  <b>Women in Global Entertainment Power Lunch</b> With A+E Media Group	
14:00		14:30 - 15:00 <b>Drama Formats – Producer/Distributor Collaboration in the Remake Process</b>	14:30 - 15:30 <b>Applied AI Summit: Expert-led Roundtables</b> Welcome Coffee from 14:00  <i>Pre-registration required</i>		14:30 - 15:30 Auditorium A <b>Screening</b> Presented by Electric Entertainment
15:00	15:00 - 15:30 <b>KEYNOTE</b> <b>Media Mastermind Keynote</b> In Partnership with Variety				15:30 - 16:30 Auditorium K <b>Screening</b> Presented by GCON
16:00	15:50 - 16:20 <b>KEYNOTE</b> <b>Media Mastermind Keynote</b> In Partnership with Variety	16:30 - 17:00 <b>A Diversified Approach</b>	16:00 - 16:45 <b>Applied AI Summit: Innovation Showcase</b>		16:30-17:30 Auditorium A <b>Screening</b> Presented by ECCHO RIGHTS
17:00	16:45 - 17:30 <b>KEYNOTE</b> <b>Media Mastermind Keynote: Variety Vanguard Award &amp; Fireside Chat</b>				
18:00	18:00-19:15 <b>MIPCOM CANNES World Premiere TV Screening</b> Spain Country of Honour	18:00-19:00 <b>Producers' Hub Networking Drinks</b>			
19:00	Follow ed by a Q&A w ith the talent			From 19:00 Hotel Majestic <b>MIPCOM CANNES Opening Night Party &amp; Red Carpet</b>	
20:00					

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8:30					
9:00		8:30 - 9:30 <b>Drama Co-production Breakfast</b> <i>Pre-registration required</i>			
10:00		9:45 - 10:30 <b>Focus Spain</b>	9:00 - 11:00 <b>KEYNOTE</b> <b>Global Streamers Talks</b>  Presented by <b>Evan Shapiro</b>		
11:00		10:40 - 11:10 <b>Where content meets Technology</b>		10:00 - 11:00 <b>Speed Matchmaking Scripted</b> <i>Pre-registration required</i>	
12:00	11:15 - 11:45 <b>KEYNOTE</b> <b>Media Mastermind Keynote</b>	11:30 - 12:00 <b>Content Showcase</b>	11:15 - 12:00 <b>Kick-Off Presentations:</b> Setting the stage for the Global FAST & AVOD Summit		11:45 - 12:45 Auditorium K <b>PBS Distribution Presents: Leonardo da Vinci</b> A Film by Ken Burns, Sarah Burns and David McMahon
13:00	12:00 - 13:00 <b>MIPCOM CANNES Diversify TV Awards</b> <i>Open to all</i> <i>Followed by drinks and light lunch from 13:00 to 14:00</i>				
14:00					
15:00	15:00 - 15:30 <b>KEYNOTE</b> <b>Media Mastermind Keynote</b>	14:30 - 15:00 <b>Meet the Commissioners What's Hot and What's Not?</b>	14:30 - 15:30 <b>Global FAST &amp; AVOD Round Tables</b> Welcome Coffee from 14:00  <i>Pre-registration required</i>	14:30 - 15:30 Auditorium K <b>Speed Matchmaking D&amp;I</b> <i>Pre-registration required</i>	
16:00	16:00 - 16:30 <b>KEYNOTE</b> <b>Media Mastermind Keynote</b>	15:15 - 15:45 <b>Navigating a Complex Landscape - What Opportunities for Tomorrow's Fresh, Original Voices?</b>	15:45 - 17:30 <b>Global FAST &amp; AVOD Discussions</b>  Presenting Partner: XUMO Conference Partners: OKAST.TV, VEVO	14:30 - 15:15 Auditorium A <b>Spain Fresh TV Showcase</b> Presented by The WIT	15:30-16:30 Auditorium K <b>Screening</b> Presented by KOCCA
17:00	17:00 - 17:40 <b>KEYNOTE</b> <b>Media Mastermind Keynote</b>				
18:00	18:00-19:15 <b>MIPCOM CANNES Premieres - Scripted Selection</b> World Premiere Preview screenings with panel discussions with the talent	18:00-19:00 <b>Producers' Hub Networking Drinks</b> with PLEX	17:30 - 18:30 <b>FAST &amp; AVOD Networking Drinks</b>		
19:00					
20:00					

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8:30					
9:00			8:30 - 9:00 <b>Welcome Coffee</b>	8:30 - 10:30 Verrière Grand Auditorium <b>International Mentoring &amp; Networking Breakfast for Women in Entertainment</b> with MediaClub'Elles <i>Limited seats, pre-registration recommended</i>	
10:00		9:00 - 9:30 <b>Collaboration: The Future of Factual</b>	9:00-11:15 <b>Connected TV Summit</b> Presented by Alan Wolk, TVREV  Conference Partner: WURL	10:00 - 11:00 Matchmaking Area <b>Speed Matchmaking Unscripted</b> <i>Pre-registration required</i>	
11:00		9:45 - 10:15 <b>Branded Fiction - the Subtle Art of Integrating Brands into Drama</b>			
11:15 - 11:45	<b>KEYNOTE</b> <b>Media Mastermind Keynote</b>				
12:00	<b>KEYNOTE</b> <b>Media Mastermind Keynote</b>				
13:00	13:00-13:45 <b>Fresh TV Fiction</b> Presented by The WIT	12:30 - 13:00 <b>Go Bigger or Smaller? Adjusting Finacing Strategy to Changing Times</b>			
14:00			14:00 - 14:30 <b>Social Platforms: Content Monetisation</b>		
15:00		14:30 - 15:00 <b>YA - The Secret Sauce Behind Success</b>	14:40 - 15:10 <b>Trends &amp; Insights Session</b>		
16:00		15:15 - 15:45 <b>YA – The Business of Anime – Beyond the Brand</b>	15:15 - 15:45 <b>Trends &amp; Insights Session</b>		
17:00		16:00 - 16:30 <b>Secrets of the Scripted Format: K7 Media's Tracking the Scripted Giants</b> Presented by K7 Media			
18:00		16:45 - 17:15 <b>Regional Funding Panel</b>			
19:00					
20:00					

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8:30					
9:00					
10:00		<p><b>9:30 - 10:30</b>  <b>Streaming Platforms – How to Work with Them</b>                      Networking Roundtable Breakfast</p> <p>Pre-Registration required</p>			
11:00		<p><b>11:00 - 11:30</b>  <b>An Analysis of the Int. Entertainment Landscape</b></p>			
12:00		<p><b>12:00 - 12:30</b>  <b>Best of Fresh TV</b>                      Presented by The WIT</p>			
13:00					
14:00					
15:00					
16:00					
17:00					
18:00					
19:00					
20:00					

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